



# 5. IMPLEMENTATION, MONITORING & REVIEW

## HOW WILL THE PLAN BE DELIVERED?

This Management Plan brings together the actions of many delivery partners, all of which contribute to the conservation and enhancement of the AONB. The policy framework tables in the previous chapters outline the tasks that need to be undertaken in the next five years and who will be involved; they also highlight clearly the anticipated role of the AONB Team.

As resources for delivery are limited, some actions are aspirational. However, the Dorset AONB Team has a strong track record on delivery and has helped secure substantial funding to make more of the projects outlined achievable. The Team will build on this track record to secure new funds for delivery from a variety of sources - the team's role and sources of funding are defined more clearly in the AONB Partnership's Business Plan. This is reviewed annually and prioritised to ensure that, where resources are limited, they are focused on the most important areas of work. The Business Plan can be viewed via the AONB website ([www.dorsetaonb.org.uk](http://www.dorsetaonb.org.uk)).

## HOW DOES THE AONB TEAM OPERATE?

The AONB Team has three roles, set out in the policy framework tables in the previous chapters.

These are:

- Lead – where the Team takes the lead role in developing, managing and implementing a project or initiative, securing and managing the funds and staff required to take it forward.
- Partner – where the Team is actively involved in the initiative but another organisation is leading. This may involve helping to steer the project, providing some financial support or taking responsibility for implementing some elements of it.
- Promoter – where the Team is not actively involved in the project or initiative but may promote it as a delivery element of the Management Plan.

The Team works closely with a wide range of organisations in the area and with landowners/managers and local communities. The Team works at a regional, national and sometimes international level to share best practice and influence policy development.

## DELIVERY PRINCIPLES

In taking forward AONB projects, the Team follows these guiding principles:

- Projects generally take an integrated approach, tackling a number of different interests together, promoting a creative approach and linking up with existing work to maximise benefits.
- Projects are inclusive – we will develop an access and inclusion policy to help improve this as part of our work over the next five years. This will ensure that everyone has the same opportunity to get involved and that the issues that might prevent some people's engagement with AONB projects are tackled.
- Projects are based on best available evidence and current good practice.
- Local involvement – we will always endeavour to work closely with local people and encourage them to be actively involved in shaping and delivering projects from start to finish.

- We will work in partnership, bringing together relevant organisations to work with us and local communities ensuring that all relevant parties are involved.
- We will carry out our work in a sustainable way, minimising our impacts on the environment and our use of finite resources.
- We will follow Dorset County Council's procedures as appropriate to ensure we deliver value for money and make best use of our resources. The County Council is the accountable body for the Partnership.



**LANDSCAPE SCALE DELIVERY****South Dorset Ridgeway Landscape Partnership**

The South Dorset Ridgeway is an outstanding landscape and is considered by many experts to be as important as that around Stonehenge and Avebury.

It is a landscape of such extraordinary interest, both for its natural and built (especially prehistoric) heritage that it deserves special conservation effort as, like much of the AONB it faces a number of pressures which, if not managed appropriately could result in the loss of its special character. One such pressure is that of development; the Weymouth Relief Road was granted planning permission in 2008 and as part of the planning conditions a small fund was created to mitigate the negative impacts of this £89 million road building project on the surrounding landscape and people who live, work and visit it.

An innovative Landscape Partnership was established in June 2010, comprising 14 local organisations. Landscape Partnerships are supported by the Heritage Lottery Fund and in June 2013 the Partnership received confirmation that, using the mitigation money, other partnership funding and the contribution of local people as match funding they had secured a Heritage Lottery Fund grant of nearly £2m to deliver a Scheme of work with a total value eighteen times that of the original mitigation fund.

Landscape Partnerships are typically diverse, providing for a holistic, whole landscape approach to landscape heritage, The South Dorset Ridgeway Landscape Partnership Scheme takes an ambitious approach; bringing together a diverse partnership of archaeologists, historians, landowners, artists, naturalists, teachers and, most importantly – local people, to nurture this distinctive landscape.

The consent and involvement of local people, living and working in and around the landscape is paramount to the success of the Partnership. During the two year development of the Scheme the views of around 3,000 local people were gathered and informed the design of projects. The Partnership has made considerable effort to ensure opportunities are being offered to as wide a range of people as possible.

In all a minimum of 6000 local people will actively participate in projects, with a minimum 20,000 people engaging indirectly with projects over the five years from 2013 to 2018.

**Wild Purbeck Nature Improvement Area**

Seizing on a pilot funding opportunity that came available following the Environment White Paper launch, the Dorset AONB Team led an existing group of partners in developing a sound bid and business plan for delivery. £626,300 was secured in grant from Natural England for the period 2012-2015, leveraging in an equivalent value of work to deliver a scheme which will have long-lasting impacts for the area's wildlife and communities. The work is categorised in four main themes:

- Land management and advisory services: working directly with farmers and land managers to secure benefits to the area's wildlife in keeping with their farm businesses.
- Community: raising awareness of the area's fantastic wildlife among the community, and developing long-term opportunities for residents and visitors to become engaged in the area's wildlife management.

- Research and planning: improving the information base which informs our work and developing plans for climate change adaptation and fire management which will bring wildlife and community benefits through better responses to change.

- Green economy: working to develop opportunities for income generation from activity which in itself conserves and enhances the area

The AONB Team established and service a new formal partnership to oversee delivery - this new partnership has expanded to take in additional representative bodies that are essential to the project's success.

**MONITORING**

Various monitoring will be undertaken for this Management Plan:

- Performance monitoring – this will be reported annually to the Partnership Board and will assess delivery of actions/outputs against the Management Plan targets. We will focus particularly on those areas being led by the AONB Partnership but will also aim to include activities being led by others.
- Condition monitoring - Landscape Condition assessment will be undertaken during the life of this plan to compare against the 2008 baseline.
- Natural England is developing a Monitoring Framework for Protected Landscapes to provide a consistent framework for measuring environmental outcomes in protected areas, providing an evidence base to inform local review the AONB management plan, monitor the 'state of the AONB', identify exemplars, support funding bids and demonstrate benefits of protected landscape designation

A Strategic Environmental Assessment is being undertaken alongside this draft to ensure that all objectives and policies proposed in the Management Plan will benefit the environment, likewise an Equalities Impact Assessment is being carried out to ensure a non-discriminatory approach.

Further information about this process and a copy of the Environmental Report will be available on the AONB web site ([www.dorsetaonb.org.uk](http://www.dorsetaonb.org.uk)).

**REVIEW**

The AONB Business Plan and annual performance report offer the opportunity to regularly assess progress on the Management Plan and redefine priorities each year. Following the principle of adaptive management, this allows for new opportunities or challenges to be addressed should this be necessary. Stakeholders are welcome to bring issues or proposals to the Partnership at any time if they feel that action is required. The Partnership Board meets two times each year and is the body that decides how staff and financial resources are used. The Management Plan will undergo a formal review in five years, with a draft plan developed in 2018 and reviewed plan for 2019-2023 in place by March 2019.



Quote here?

PHOTOGRAPHY Many thanks to the photographers who have offered us use of their stunning images of the Dorset AONB. These include: | Front cover: Tony Gill | Other contributors: Mark Simons, DCC | Tony Gill | Dave Penman | Ben Osborne | Ian Dalgleish, Natural England | Sue Macpherson ARPS | Daniel Bold | Kevin Freeman | Penny Piddock | David Bailey | English Heritage | Jurassic Coast World Heritage Team | Nathalie Roberts | Mike Pike | Mark Pike | Mark Heighes | Sian Lister | Neil Davidson | Anne Katrin Purkiss | Dorset Countryside | Sue Oliver | Kerry Street | Jonny Andrews | Martin Jones, Natural England | Cheryl Kinney | Jill Cron | Ian Riley, Activate, Inside Out Dorset | Lal Hitchcock | Sans Facon | Suzanne Gale | Jan Walker | Julien Lightfoot | National Trust photo library | Wessex Archaeology | Forestry Commission | James Purkiss | Sheila Cook | Goldsmith | Paul Glendell, Natural England | Forestry Commission | Russell-Cotes Art gallery & Museum - Leslie Moffat Ward, near Worbarrow Bay, Dorset 1930